DEAR ARTISTS AND CURATORS, WE OWE YOU AN APOLOGY.

We have used your work, as a marketing tool—to sell luxury cars and SUVs, to polish our image, and to wrap corporate interests in the guise of culture. We acknowledge these concerns and are committed to making things right.

So, starting next year, BMW will continue financing cultural initiatives anonymously while benefiting from tax exemptions. However, it will no longer associate its products with artists or their creations.

There will be no greenwashing, no cultural washing, and no corporate influence. BMW's logo will not appear next to sponsored artists or their work. No photos or videos will feature Artist using, in, on, or around our products. Their job is not to sale cars.

To make the prosses even more transparent, our executives will no longer be involved in the selection process of any grant, prize, or finantial support of any type.

BMW's name, logo, website, and social media will no longer be used to promote the brand through art. Cultural sponsorship will be based on a genuine commitment to the arts, ensuring funding remains independent and free from corporate influence and/or use.

BMW aims to set a new standard in cultural sponsorship—one that supports the arts without branding or marketing interference.*

Sincerely,
BMW Culture Group

Dear Artists and Curators,
Please be advised that any artistic works previously engaged by BMW Culture Group cannot be used as grounds for any claims related to image use, greenwashing, cultural or social washing, or any efforts to enhance our brand image. Such engagements were made in accordance with existing terms, and any future claims or disputes arising from these engagements will not be considered valid grounds for action.
This notice serves as an official statement that all artistic contributions were utilized in accordance with the agreed-upon terms and cannot be retroactively contested.

***NOTE:** This is a utopian, fictional statement. Nonetheless, it is beautiful to imagine a cultural world free from corporate agendas, greenwashing and influence. **Today more than ever, art should challenge and critically reflect on the power structures upholding the status quo—not serve it.**